



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC I)

BMC 1104: INTRODUCTION TO TV PRODUCTION TECHNIQUES

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define graphics and highlight their contribution in video production. **(5 marks)**
- b) Name the CUT that contains both background and foreground and highlight its importance in video production. **(5 marks)**
- c) Write VTR in full and highlight its functions in video production. **(5 marks)**
- d) Give **FIVE** basic steps a cameraman should adhere in composing video shot. **(5 marks)**
- e) Briefly explain “SHOT ALTERNATION”. **(5 marks)**
- f) Explain how creativity is important in video production. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) In your own words define cue communication and explain why and when its used in video production. **(8 marks)**
- b) Describe the below shots and explain there used in TV production.
 - i) Long shot
 - ii) Medium shot**(8 marks)**
- c) Explain **TWO** functions of a vision mixer. **(4 marks)**

QUESTION 3

- a) Explain the meaning of cutting from one shot to another. **(5 marks)**
- b) Define:
 - i) Tilt
 - ii) Pan
 - iii) Zoom in**(9 marks)**
- c) In your own words define a reaction shot and highlight its two contributions in video production. **(6 marks)**

QUESTION 4

- a) Explain how the following shots can serve in specific video programs:
- i) An establishing shot
 - ii) Reaction shot
- (6 marks)**
- b) Highlight **FOUR** reasons for cutting. **(8 marks)**
- c) Distinguish between production studio and production gallery. **(6 marks)**

QUESTION 5

- a) Discuss any **FIVE** points to put in mind when writing a script for television. **(10 marks)**
- b) Highlight the process of shooting up to recording. **(10 marks)**